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Cookbook Special: Round-up of Fall Titles & A Look at Trends
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a novel by the author of
ONE POLICE PLAZA and SUSPECTS

CROWN PUBLISHERS Inc.
WINTER 1988-89

Black Sand

by *William J. Caunitz*

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In 1984 Crown published *One Police Plaza* by William Caunitz, then an unknown New York City policeman. Caunitz followed with *Suspects* in 1986. Both books have become international best sellers and both have sold more than 2.5 million copies.

Caunitz's sensational new novel begins with a massacre in a Greek seaside resort, an atrocity that sets off a deadly struggle to find a stolen ancient artifact. The search leads two policemen—Det. Lt. Teddy Lucas of the New York Police Department and Maj. Andreas Vassos of the Hellenic National Police—through their own underworlds and into the vicious games played by multimillionaire collectors. Assisting them are a KGB officer responsible for liaison with the NYPD, a stunningly beautiful expert on ancient manuscripts, and a wonderfully mixed bag of New York cops. *Black Sand* is a compelling, high-speed narrative that will capture readers from the very first page. 448 pages. • 150,000-copy first printing and $100,000 national launch budget • National author tour • Promotional galley • March. (571323) $17.95. 12-copy display unit (572265) $215.40

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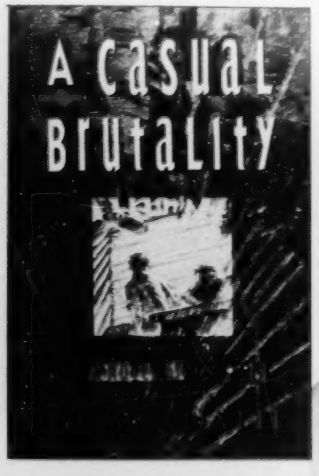
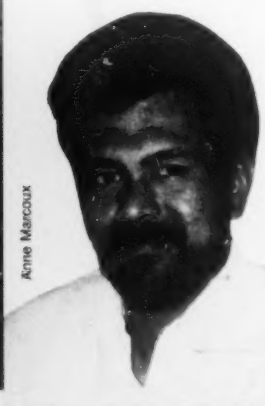
by *Neil Bissoondath*





Anne Marcoux

"A writer already almost awesomely mature." (*Financial Times*) "He has engaged his art to the dangerous forces that sway the world." (*Washington Post*) "I'm staggered by the talent." V.S. Naipaul (About Bissoondath's collection of short stories, *Digging Up the Mountains*)

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BY LEONARD WOOD

Who's Buying the Cookbooks?

Food is an essential part of everyday life. Perhaps that's why the cookbook market has been so remarkably consistent in the past four years. Since 1984 one in 20 of all nonfiction purchases (5%) has been a cookbook.

Traditionally, women in America have done the cooking. A recent Gallup survey found that only one in five men (21%) claimed to be the household's primary meal preparer. So, it's not surprising that more than two-thirds of cookbook buyers (68%) in 1987 were women; this proportion of women consumers was even higher than that observed among all book buyers (56%). Among these female customers, larger proportions of cookbook consumers (44%) than general book buyers (37%) were not employed outside the home. (See Table.)

In the same survey, cookbook buyers were concentrated among 35–49-year-olds (41%), but only three in 10 average consumers (31%) fell into this age group. As was true of all book buyers (60%), the largest proportion of cookbook consumers (62%) were college educated.

Cookbooks have certain characteristics that distinguish them from other books. Whereas most books bought in 1987 were softcovers (60%) rather than hardcovers (39%), cookbooks were evenly divided among paperbacks (50%) and hardcovers (50%).

Perhaps because a larger than average proportion of cookbooks were in hardcover, these volumes also had a greater than average likelihood of being discounted. In 1987, three in 10 of all books (30%) were obtained at a discount, but more than four in 10 cookbooks (44%) were off-price volumes. Still, a majority of both cookbooks (56%) and books in general (66%) were purchased at the regular price.

The average price paid for a 1987 paperback cookbook was $6.10, 9% higher than the overall paperback average of $5.60. The price of hardcover cookbooks ($12.80) was 23% lower than the cost of the average hardback ($16.70). (See Chart below left.)

As was true of books in general (55%), the majority of cookbooks (54%) were purchased in bookstores, but discount stores were responsible for the sale of twice the proportion of cookbooks (18%) as books overall (9%). Book clubs accounted for 7% of the sales of all cookbooks and general books.

Nearly one in five (18%) of the cookbooks bought last year were intended as gifts; about one in eight (13%) books in general were bought for this purpose. (See Chart below right).

1987 Consumer Profiles	% All Book Buyers	%Cook–book Buyers
SEX		
Male	44	32
Female	56	68
AGE		
18–24 years	16	8
25–34 years	27	28
35–49 years	31	41
EDUCATION		
College	60	62
High school	31	22
Nongraduate	8	16
INCOME		
$30,000–up	53	57
$20,000–29,999	23	19
$10,000–19,999	17	16
Under $10,000	7	8
WOMEN'S STATUS		
Full time	48	49
Part time	15	7
Not employed	37	44
REGION		
East	26	27
Midwest	24	27
South	26	22
West	24	24

NOTE: *Results for all data are based on 10,180 telephone interviews conducted among a nationally representative sample of adults (age 18 and older) throughout in 1987.*